



Foreign Agricultural Service

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Global Agriculture Information Network

Approved by:

Sarah D. Hanson

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A faint, light gray outline of a world map is centered in the background of the page, showing the continents and major islands.

Market Brief

Japan : Food Processing Sector - Western Bakery

Products

Company Profiles

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Tokyo[JA1], JA

Company Name	Bourbon Corp.			Product Sector(s)	Western Bakery Products, Confectionery, Snack Food, New Age Beverages
Address	4-2-14, Matsunami, Kashiwazaki City Niigata 945-0011			Number Of Employees	1,315
				Number of Factories	8
				Overseas Contact	
Phone Number	0257-23-2333	Fax Number	0257-22-2005		
Email					
Web Page Address	http://www.bourbon.co.jp/				
Contact Person	Kazuhiro Ohtake, Managing Director, Marketing Division				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	91,285	371		Fuji Oil Co., Ltd., Dai Nippon Printing Co., Ltd., Toshoku,
	1996	85,400	350		Mitsubishi Corp., Mitsui & Co., Ltd.
	1997	85,689	365		
Key Products			% of Total	Company Profile and Strategies	
	Confectionaries		66		Second-tier confectionery manufacturer with cookies and biscuits as mainstay.
	Rice Cookies, etc.		31		
	Drinks, Foodstuffs, Others		3		Recently branched out into other edible items, such as chocolates. It is a comprehensive producer of sweets.
					Petite cookies line turning into ¥10 billion yen business.
					Marketing strategy targets female consumers.
Main Brands	Confectionery: Puchi Series (cookies and crackers), First Fashion Foods Series Keitai Choco Series (Kakao Power, Petit Bit), Ice Mint (gum), Communicase (gum) Bakery Products: Lady Bake Series, Take Pack Series, Milneige, Chocolate Tarte Snack Foods: Mixed Peas, Potelka Chips, Ebi Cheese, Ebi Snack, My Melody Series Beverages: Sararacha (canned and bottled tea), Dewa and Ion Water			Main Suppliers	
					Bourbon has set up network of over 100 business offices nationwide and salesmen regularly visit client stores.
Main Ingredients					
	Flour, milk and dairy products, eggs, sugar, flour, tea leaves, potatoes, shrimp, seaweed, cocoa, chocolate, mint, sesame, strawberry flavoring, xylitol, vitamin C supplement				

Company Name		Doutor Coffee, Co., Ltd.		Product Sector(s)		New Age Beverages, Western Bakery Products	
Address		3-17-7, Shibaura, Minato-ku Minato-ku, Tokyo 108-0023		Number Of Employees		600	
				Number of Factories		1	
				Overseas Contact			
Phone Number		03-5440-7123		Fax Number		03-5440-7121	
Email		webmaster@doutor.co.jp					
Web Page Address		http://www.doutor.co.jp/					
Contact Person		Kazuhiro Osato, Manager PR Dept.					
		Phone: 03-5440-7123 Fax: 03-5440-7127					
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	--	--	Meiji Milk Products Co., Ltd., Wataru, Takizawa Ham Co., Ltd.			
	1996	26,927	958				
	1997	30,508	937				
Key Products			% of Total	Company Profile and Strategies			
	Retail		36	Chain operator of coffee shops with low-priced menu. Majority of shops are operated under franchise chain system.			
	Wholesale		59	Active in Tokyo metropolitan area.			
	Royalties, etc.		5	Also advancing into new lines of operations, such as restaurants, bars, spaghetti houses, etc.			
				Company has a strategy to expand shops to new types of locations.			
Main Brands							
Doutor Coffee				Doutor is always trying to introduce new products in the market to meet the ever-changing demand of Japanese customers.			
				Doutor shops also sell a variety of sandwiches, Belgian waffles and muffins.			
Main Ingredients							
Coffee beans, dairy products, sugar							

Company Name		First Baking Co., Ltd.		Product Sector(s)		Western Bakery Products, Confectionery	
Address		2-18-2, Higashi-Rokugo, Ohta-ku Tokyo 144-8558		Number Of Employees		1,368	
				Number of Factories		9	
Phone Number		03-3738-0131		Fax Number		03-3730-6100	
Email						Daiichiya-Love's Bakery Inc. 911 Middle St., Honolulu, HI 96816 Tel: 808-737-5561	
Web Page Address							
Contact Person		Yoshio Sekiguchi, Director, Production Division					
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits	Showa Sangyo Co., Ltd., Nissho Iwai Corp., Warabeya Nichiyo Co., Ltd., Miyoshi Oil & Fat Co., Ltd. Miyuki shoji, Osaka Shokuryo Oroshi, Otowa Sangyo, Matsuda Sangyo Co., Ltd., Yodogawa Kako Insatsu Tokyo Kaneka Shokuhin Hanbai			
	1995	44,839	50				
	1996	43,613	(81)				
	1997	42,244	(1,176)				
Key Products			% of Total	Company Profile and Strategies			
	Breads		17	Major bakery in the Kanto area.			
	Pastries		54				
	Western Cakes		4	Bread sales are doing poorly. Seeking to diversify into Japanese and Western cakes.			
	Japanese Cakes		8				
	Cooked Rice		3				
	Purchased Foods		12	Introduced line of eleven "Pocket Monster" products.			
	Others		2	Confectionery subsidiary is performing well.			
Main Brands				Recently expanded its business to health food. Company's new product includes "Quick Balance Arrange" which adds nutrition to western bakery products.			
Daiichi Pikachu no Pikkari Mushi Cake, Daiichi Pokemon Fuwafuwa Cup Cake, Pokemon Nakayoshi Doughnut, Manjufukashi-pan,				First Baking has started to use organic red beans (azuki) for their Japanese azuki bread (anpan).			
Main Ingredients							
Flour, wheat, yeast, soybeans, creams, eggs, baking oils, pre-mixes, sugar							

Company Name	Fuji Flour Milling Co., Ltd.			Product Sector(s)	Western Bakery Products
Address	3-1-18, Seikai Shimizu City Shizuoka 424-0924			Number Of Employees	196
Phone Number	0543-34-2311	Fax Number	0543-35-6463	Number of Factories	2
Email	fujitki@ask.or.jp			Overseas Contact	
Web Page Address	http://www.gkb.co.jp/fujiseifun/				
Contact Person	Yoshiaki Sugita, Flour and Food Products Manager Tel: 054-261-1005				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	13,424	95	Shizuoka Shokuryoku Jimusho, Tokai Denpun, Toshoku	
	1996	12,921	66		
	1997	12,822	25		
Key Products			% of Total	Company Profile and Strategies	
	Flour		52	Medium-sized flour milling company affiliated to Sankyo Corp.	
	Foodstuffs		26		
	Fish Feeds		19	Produces wheat flour based animal and fish feeds. Company is recently diversifying into peripheral food products, including dry noodles.	
	Others		3	Wheat flour, foodstuffs and fish culture feeds showing small growth. Some materials costs are increasing.	
Main Brands				Introducing new product lines which include western selections such as pancake mixes.	
	Noodles: Tokusenhin Series (Shizuoka-chasoba, Inamura-udon, Chohiyamugi Sinshutororo-soba)				
	Pancakes: Haimix 600				
Main Ingredients					
	Wheat, starch, yeast, green tea				

Company Name	Fujiya Co., Ltd.			Product Sector(s)	Confectionery, Western Bakery Products,
Address	7-2-17, Ginza Chuo-ku, Tokyo 104-8181			Number Of Employees	2,091
Phone Number	03-3572-4150	Fax Number	03-3572-7056	Number of Factories	9
Email	comments@fujiya-peko.co.jp			Overseas Contact	
Web Page Address	http://www.fujiya-peko.co.jp/			Fujisun USA, Inc.	
Contact Person	Akihiko Sato, Marketing Division Director			One Embarcadero Center	
				San Francisco CA 94111	
				Tel: 415-398-3338 Fax: 415-398-6893	
Sales and Net Profits				Main Suppliers	
Year	Sales (Mil. ¥)	Net Profits			
1995	113,176	(7,786)		Nissho Iwai Corp., Toyo Seikan Kaisha, Ltd., Yamato Seikan,	
1996	106,561	1,011		Toppan Printing Co., Ltd., Dai Nippon Printing Co., Ltd.	
1997	102,803	113			
Key Products		% of Total		Company Profile and Strategies	
Wholesale		46		One of the five largest confectioners in Japan, particularly strong in candies. Operates Western cake shops and restaurants under direct and franchise management.	
Retail		52			
Others		2		Has joint-ventures with Nestle Corp. for confectionary and Baskin-Robbins for ice cream chain. Company is expanding retail store and restaurant chains.	
				Fujiya is experiencing rapid growth in character goods and new products. Merchandise and restaurant sales are struggling.	
Main Brands	Chocolate: Anpanman Chocolate and Biscuits, Peco Peco Chocolate, Milky, Roco, Good Almond and Peanuts Chocolate, Chocolate Pencil, Look Chocolate, My Melody Candy: Mr. Friendly Candy, Maple, My Melody Candy and Gum, Anpanman Mini Mini Cookies: Peco-chan, Home Pie, Cheese Pie, Twist Pie, Country Mom, Biscuitino Drinks: Lemon Squash, Lemon Kasshu, Shiromomosu Kasshu, Nectar, Nomu Yogurt			Beverage and overall sales are falling.	
Main Ingredients	Milk and dairy products, lemon, orange, banana, peach, flour, sugar, vanilla and other flavorings.			Fujiya promotional characters Peko-chan and Poko-chan have become well-known throughout Japan.	

Company Name	Lotte Co., Ltd			Product Sector(s)	Confectionery, Western Bakery Products, Health & Functional Food
Address	3-20-1, Nishi-Shinjuku Shinjuku-ku, Tokyo 103-0023			Number Of Employees	2,100
				Number of Factories	6
				Overseas Contact	
Phone Number	03-3375-1211	Fax Number	03-3375-1293		
Email				Lotte U. S. A. Inc.	
Web Page Address	http://www.lotte.co.kr			5423 Wayne Rd. Battle Creek, MI 49015	
Contact Person	Mr. Takano, Public Relations Dept. Tel: 03-5388-5617 Fax: 03-3378-6199			Tel: 616-963-6664	
				Fax: 616-963-6695	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	--	--	Mitsubishi Corp., Mitsui & Co., Ltd.,	
	1996	231,500	--	Hasegawa Koryo, Dai Nippon Printing Co., Ltd.	
	1997	--	--		
Key Products			% of Total	Company Profile and Strategies	
	Chewing Gum		--	Lotte is the largest confectionery manufacturer in Japan. Lotte holds two-thirds of the chewing gum market, and within that, 90% of the market of stick gum. Company headquarters in is Korea.	
	Chocolate		--		
	Cake		--		
	Candy		--	Lotte also operates the Lotteria chain of fast food restaurants in Japan.	
	Ice Cream		--		
	Sugarless Chocolate		--	Lotte was first established in Japan in 1948 as manufacturer of chewing gum. In 1964, Lotte Japan expanded its product line to include chocolate and other confectionery products.	
Main Brands					
Cool Mint Gum, Green Gum, Ghana Milk Chocolate, Crunky Chocolate Koume, Welch's gummi, (Candy), Crunky Biscuits, Chococi (biscuits) Ice Cream Guava C, Mandarin, Sweetie (soft drinks), Villa Rica (canned coffee)				Lotte is always on the lookout for new opportunities for long term investment in existing fields of activity as well as new business by maintaining /improving its market positions through continual improvement in production, distribution and service.	
Main Ingredients					
Xylitol, chocolate, raw milk, butter, sugar, gelatin, flavorings (erythritol and talinose), frozen fruit (including strawberries and peach), almonds, cashew nuts, fruit juice and concentrates (guava, orange, grapefruit and lime), roasted coffee.				Lotte builds market share by focusing on excellence in every stage of the production process. Lotte uses the finest raw material and ingredients to ensure the quality and new packaging materials are tested for suitability and consumer acceptance.	

Company Name		Morinaga & Co., Ltd.		Product Sector(s)		Confectionery, Snacks Food, New Age Beverages, Western Bakery Products	
Address		5-33-1 Shiba, Minato-ku, Tokyo 108-8403		Number Of Employees		2,345	
				Number of Factories		5	
Phone Number		(03) 3456-0134		Fax Number		(03) 3769-1809	
Email				Overseas Contact			
Web Page Address		http://www.morinaga.co.jp		Morinaga U.S.A. Office			
Contact Person		Hisashi Kawahara, General Manager, Confectionery Dept.		10100 Santa Monica Blvd Suite, 705			
		Phone: 03-3456-0112		Fax: 03-3769-6129		Los Angeles, CA 90067	
				Tel: (310) 230-8078 Fax: (301) 203-0915			
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	155,417	(-)1,217	Hokuren, Takarazuka Shokuhin, Yokohama Nyugyo, Toyo Nyugyo			
	1996	155,972	(-)2,791				
	1997	150,460	(-)2,152				
Key Products			% of Total	Company Profile and Strategies			
	Confectionery		60	Established in 1899, Morinaga is leading manufacturer of confectionery and snack foods and has been a pioneer in bringing Western-style confectioneries into the Japanese market.			
	Foodstuffs		23	Cocoa sales, with Morinaga having the largest share in Japan, have increased as a result of a strong campaign to highlight its benefits to health-conscious consumers.			
	Chilled Desserts		14	Morinaga puts an effort into constantly creating new demand in the market. Involved in restaurant operations thru subsidiaries.			
	Others		3	Beverage sales are falling, but "Weider in Jelly" is driving food growth. Ice cream operations are also breaking even after after long deficits.			
Main Brands							
Confectionery: Hi-Soft Caramels, Choco ball Chocolate, Hi-Chew Candy.							
Beverages: Cocoa Drink, Ryokucha, Amazake. Food Stuffs: Pancake mix							
Frozen Dessert: Ice Box, Ice Guy, Choco Monaka Jumbo.							
Health Food: Wieder In Jelly							
Main Ingredients				Morinaga has been exporting to Asian countries and the US.			
Sugar, brown sugar, cocoa, flour, amino acids and protein supplements, vitamin supplements, corn syrup, starches, milk and cheese products.				The company carries out direct importing not only of products but also of carefully selected raw materials for use in Morinaga products. Morinaga is active in introducing overseas technology and selling contracted products in the Japanese market.			

Company Name		Morozoff, Ltd.		Product Sector(s)		Western Bakery Products, Confectionery	
Address		6-11-19, Mikage-Honcho, Higashi-Nadaku Kobe 658-0046		Number Of Employees		879	
Phone Number		078-822-5000		Fax Number		078-822-5046	
Email				Overseas Contact			
Web Page Address				Contact Person		Kazushi Watanabe, Director of Production Division	
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	27,695	(889)	Sakai Printing Co., Ltd., Fujisan Shokai, Osaka Seikan,			
	1996	28,827	(551)	Isaka Unyu, Shintani			
	1997	28,034	(2,798)				
Key Products			% of Total	Company Profile and Strategies			
	Chocolates		17	Kobe based manufacturer of chocolates and Western cakes.			
	Candies		3	Products sold through company run sales outlets and			
	Cookies		22	direct sales to department stores. Also operates coffee shops			
	Cakes		49	and restaurants.			
	Frozen Confectionary		9	Expanding into Tokyo metropolitan area.			
Main Brands							
Premium Chocolate Selection, Whisky Bonbon, Kingureto (chocolate• j)							
Fancy Candy, Jewelry Drop (candy• j, Arukadea, Odetto, Tea Break (baked candies)							
Fancy Dessert, Cheese Cake, Custard Pudding							
Main Ingredients							
Chocolate, cream cheese, gelatin, frozen and fresh fruit (strawberries, blueberries), butter, cream, sugar.							

Company Name	Nagasakiya Co., Ltd.			Product Sector(s)	Confectionery, Western Bakery Products
Address	328, Sashimono-cho, Ebisugawa-Noboru, Kawaramachidori, Chukyo-ku Kyoto 604-0903			Number Of Employees	548
				Number of Factories	4
Phone Number	075-231-5366	Fax Number	075-231-5393	Overseas Contact	
Email					
Web Page Address					
Contact Person	Takenari Takahashi, General Manager, Marketing Dept.				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	12,506	(57)		Dai Nippon Printing Co., Ltd., Snow Brand Milk Products
	1996	12,237	(956)		
	1997	11,242	(2,865)		
Key Products			% of Total	Company Profile and Strategies	
	Confectionaries, Castella Cakes		38		Medium-sized confectioner, wholesaling candies and chewing gum for children. Expanded business to chocolate and cookies.
	Chocolates, Candies		57		
	Restaurant & Coffee Shop Operations		5		Company also sells premium gift-purpose Western confectionery through chain outlets in department stores.
					"Castella" cake, a former mainline product, is now in decline. Overall sales have been hit hard by economic downturn in Japan.
Main Brands					Boosting sales through personnel acceptance from Snow Brand Milk Products and Sakura Bank.
	Two Ball Chocolate, Whisky Bonbon Chocolate, Castella Cakes, Hello Kitty Chocolates, Super Mario Goods, Palais Friand Confectionery Series Sweet Duria, Chocolate Crepe, Michell Chocolate, Grand Coeur, Fancy Gift Salong				Pursuing sale and production of French style confectionery.
Main Ingredients					Company is eager to expand overseas business.
	Cocoa, sugar, milk and dairy products, butter and butter flavorings, dried fruits and nuts, fruit flavorings (strawberry, lemon, cranberry, grapefruit, mango), puffed rice				

Company Name		Nagatanien Co., Ltd.		Product Sector(s)		Retort Pouch, Western Bakery Products, Soup	
Address		2-36-1, Nishi-Shinbashi, Minato-ku, Tokyo 105-8448		Number Of Employees		804	
Phone Number		03-3432-2511		Fax Number		03-3432-7082	
Email				Number of Factories		3	
Web Page Address		http://www.nagatanien.co.jp/		Overseas Contact			
Contact Person		Yasushi Ohno, Director of Marketing Division					
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	52,582	661	Dai Nippon Printing Co., Ltd., Toppan Printing Co., Ltd.			
	1996	53,987	824	Saniflex			
	1997	61,045	904				
Key Products			% of Total	Company Profile and Strategies			
• JOchazuke• J & • JFurikake• J				Top manufacturer of Japanese-style instant foods, including "ochazuke" flavoring mixes. Excels in product development.			
Flavoring Mixes			38	Company is focusing sales on convenience stores and is expanding in Western and Chinese-style items, including pancake mix, and spicy Chinese tofu flavoring mixes, as well as retort products.			
Cooked Foods			31	Introduced product called "Pocket Monster," which is expected to show strong sales.			
Soups			23	Company profit at all-time high due to increased sales, low material costs and streamlining.			
Powdered Products			3	Company introduced popular mabo tofu and eggplant retort pouch products in 1997.			
Others			5				
Main Brands							
Retort: Pocket Monster, Wafu Mabo Dofu, Wafu Mabo Nasu (eggplant)							
Instant Food: Ochazuke							
Main Ingredients							
Soybeans, eggplant, Chinese spices, seaweed, dried salmon, dried plum, sesame							
Japanese seasonings, dried green onion, starches, flour.							

Company Name Nichiryō Baking Co., Ltd.				Product Sector(s) Western Bakery Products	
Address 18-5-1, Higashi-Ichijo, Tsukisamu Toyohira-ku, Sapporo 062-8510				Number Of Employees 1,197	
				Number of Factories 7	
Phone Number 011-851-8111 Fax Number 011-852-4627				Overseas Contact	
Email					
Web Page Address					
Contact Person Yuji Amou, Manager, General Affairs, Tokyo Office Tel: 0429-44-5111					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	53,963	457	Ishikawa, Mitsubishi Corp., Oriental Yeast Co., Ltd., Soma Shoji,	
	1996	53,748	6	Sakurai Tsusho	
	1997	52,098	(211)		
Key Products			% of Total	Company Profile and Strategies	
	Bread		47	Leading bread maker in Hokkaido region. Provides loaf and other breads, Japanese & Western sweets and other related products.	
	Japanese Cakes		12		
	Western Cakes		6	Competition from Yamazaki Baking, the No.1 bread maker in Japan, in the Hokkaido market is affecting Nichiryō Baking, the No.1 bread maker in that region.	
	Purchased Goods, Others		35	Most of the retail supermarket branches in Hokkaido, whose main chains have strong business relationships with Yamazaki Baking in the Honshu region, tend to switch their business deals with Nichiryō to Yamazaki.	
Main Brands					
Truffle Chocolate Bread, Cheese Mushipan, Pudding fu Mushipan, Puree Choco Banana, Ringo no Danish,				Sales of "Cheese Mushipan", one of the main brands of Nichiryō Baking, have dropped recently.	
Main Ingredients					
Flour, yeast, eggs, milk and dairy products, cocoa, apples, bananas				Because of these two developments, Nichiryō Baking's recurring profit has decreased.	
				Nichiryō is now trying to expand its business into other regions in Japan to offset declines in Hokkaido, especially in Kanto.	

Company Name	Nippon Flour Mills Co., Ltd.			Product Sector(s)	Health and Functional Food, Western Bakery Products, Frozen Food
Address	5-27-5, Sendagaya, Shibuya-ku Tokyo 151-8537			Number Of Employees	1,422
Phone Number	03-3350-2311	Fax Number	03-3356-5175	Number of Factories	12
Email				Overseas Contact	
Web Page Address	http://www.nippon.co.jp/			Quality Naturally! Foods, Inc. 18830 E. San Jose Ave., City of Industry, CA 91748-1325	
Contact Person	Kiichi Inazuki, General Manager, Frozen Foods Division Tel: 0422-51-9605			Tel: 818-964-1478	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	149,325	4,096	Food Agency of JAPAN, Mitsui & Co., Ltd., Itochu Corp.,	
	1996	160,386	1,815	Nissho Iwai Corp., Tomen Corp.,	
	1997	165,283	1,868		
Key Products			% of Total	Company Profile and Strategies	
	Flour Milling Div.		54	Oldest and second largest flour miller in Japan. Expanding into processed foods and health foods to diversify business.	
	Foodstuff Div.		43	Involved in bio-technology research and development.	
	Others		2	Took over Ohmy Foods in 1990 to integrate pasta production and sales. Subsidiaries operate own restaurants.	
Main Brands				Sales volume for wheat flour expected to show favorable rise but bran sales are shrinking. Food is continuing growth led by new food items such as pasta.	
	Ohmy Pasta and Sauce, Tempura-Sakusaku-Makasete Flour, Mutenka Meatsauce				
	Hello Kitty Macaroni, Sekai-no-pan Series, Olive oil, Frozen Doughnuts and Pie			Company spun off pasta division in April of 1998. Company is also constructing plant to include frozen food processing facilities.	
	Health Food Series: Blueberry Extract Pills, High Guts E, Kaiki-moguraku-bu				
Main Ingredients				Nippon Flour Mills has been implementing programs to reduce production and distribution costs to improve its cost competitiveness. Company plans to continue efforts in this area.	
	Wheat, yeast, beef, blueberry extract, wheat and rice germ extract, licorice extract				
	vegetable extracts, yeast extract, tomatoes, Italian spices, corn, olives.				

Company Name		Nisshin Flour Milling Co., Ltd.		Product Sector(s)	Western Bakery Products
Address		1-25, Kanda-Nishikicho, Chiyoda-ku Tokyo 101-8441		Number Of Employees	2,554
				Number of Factories	13
Phone Number		03-5282-6666	Fax Number	Overseas Contact	
Email				Specialty Orient Foods Inc.	
Web Page Address				30-40 38th St., Long Island City, NY 10583	
Contact Person		Hiroshi Hasegawa, General Manager, Food Marketing Dept.		Tel: 718-786-3721	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	317,388	5,374	Food Agency of JAPAN, Ishikawa, Mitsubishi Corp.	
	1996	337,890	6,242		
	1997	335,987	6,410		
Key Products			% of Total	Company Profile and Strategies	
	Flour Milling		49	Largest Flour miller in Japan. Diversifying into general food manufacturing to deal with slow growth of flour products.	
	Mixed Feeds		16		
	Foodstuffs		32	Nisshin Flour Milling Co. Ltd consists of 5 business groups. The main group is flour milling section, and the other four are other foodstuff, feed, medicines and engineering. There are many affiliated companies in each group.	
	Pharmaceuticals		3		
Main Brands (in household section)				As for the international strategy, Nisshin started establishing their JVs and local companies from the 1980's and established locations in the U.S., Canada, Singapore, and Thailand not only as manufacturing facilities but also as sales points in each country. Boosting imports of pasta from the U.S. and frozen food from the U.S. and Thailand.	
Violet, Flower, Kameiya, Tempurako, Kotsu no iranai Tempurako (tempura mix)					
Karaageko (deep-fry mix), Bread Mix, Soft Panko (Bread crumbs),					
Disney Hot Cake Mix, Kurun Rare Cheesecake (dessert mix)					
Ma Maa (pasta, pasta sauce, gratin, ready-made-pasta), De Cecco (pasta, olive oil)					
Ao no Dokutsu (pasta, pasta sauce, olive oil, salad dressing, canned whole tomatoes)					
Main Ingredients				As for the domestic strategy, Nisshin's strength is that it has various R&D facilities and strong marketing section under its direct control. They are also expanding their business into health food market and food service.	
Wheat, seasonings, sugar, cocoa, egg, tomato, mushroom, salmon, red pepper,					
beef, pork, spinach, olive, corn, garlic, clam, cheese, parsley, squid, cod roe,					
bacon, basil					

Company Name	Nissin Cisco Co., Ltd.		Product Sector(s)	Western Bakery Products, Confectionery
Address	80, Ishizukita-Machi, Sakai-City Osaka 590-0823		Number Of Employees	400
			Number of Factories	2
Phone Number	0722-41-0201	Fax Number	0722-45-4717	Overseas Contact
Email				
Web Page Address				
Contact Person	Naoki Sasaki, Marketing Dept. Phone: 03-3883-1831 Fax: 03-3860-1043			
Sales and Net Profits			Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits	
	1995	--	--	Mitsubishi Corp., Toppan Printing Co., Ltd., Dai Nippon Printing Co., Ltd., Union Shoji
	1996	--	--	
	1997	--	--	
Key Products			% of Total	Company Profile and Strategies
	Biscuit, Cookie		50	Medium sized biscuit and chocolate manufacturer.
	Cereal		40	Slight growth in ingredients procurement. Company is concerned about the rising price of ingredients for future imports.
	Chocolate		10	Company is reducing selection of product items and continues to import ingredients. It has been affected by pricing of ingredients due to the weakening of yen.
Main Brands				Company's exports have been decreasing.
	Coconut Sable, Shittori Cake Red Wine, Amaberu Rum Raisin Cake Ciscorn, Ultraman Corn Flake, Diet Ciscorn, Choco Flake, Mug Cereal, Kokumotushugi, Tappuriseni, Snack UFO, Chicken Ramen Snack, Crisp Cake Chocolate, Pokemon Snack (norishio, curry), Tamagocchi Snack Shinshu			Launched new snack foods in 1998 which are called "coconut milk" and "green tea milk".
Main Ingredients				Successful in reducing calories in snack food by using coconut milk and green tea. Coconut and green tea are recently popular as ice cream flavors, but they are very new for snack foods.
	Flour, sugar, corn, fat, milk, cocoa powder, almond, starch, raisin, nuts, salt chocolate powder, powdered			

Company Name	Nitto Flour Milling Co., Ltd.			Product Sector(s)	Western Bakery Products
Address	1-3-17, Shinkawa, Chuo-ku Tokyo 104-0033			Number Of Employees	328
				Number of Factories	3
Phone Number	03-35308781	Fax Number	03-3553-7264	Overseas Contact	
Email					
Web Page Address					
Contact Person	Eisuke Okazawa, Director of Marketing Tel:045-772-6891				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	25,451	338	The Food Agency of JAPAN, Mitsubishi Corp., Zenno	
	1996	26,380	411		
	1997	26,561	423		
Key Products			% of Total	Company Profile and Strategies	
	Wheat Flour		74	One of the leading 4 flour millers in Japan, affiliated with Mitsubishi Corporation.	
	Bran		4	Since the wheat market will be liberalized under the GATT UR negotiations, flour millers are preparing for tougher competition in the flour market. Rationalization in manufacturing and distribution and strong marketing efforts will be needed.	
	Foodstuffs, Mixed Flour		17	Like other leading flour millers, Nitto is putting more effort into development of new products, such as pasta dough, pizza dough and high quality pre-mixes. Working with Mitsubishi Corp., to develop positive sales method by holding seminars to introduce their new products to consumers.	
	Loading, Warehousing & Others		5	Recently established a food development center with research and manufacturing equipment for product development.	
Main Brands				Nitto will work on not only flour milling, but also pre-mixes and any other products using flour, such as frozen foods.	
Soba Wakabacha Tea Bag, Akuseru series(E, C, Ca, EPA, B, Fe, fAcarotene)				Subsidiary runs Kentucky Fried Chicken chain of restaurants.	
Flour for factory use: Golden Night, Aka Night, Alps, White Feather, Men Ou,					
Premix for factory use: Purange series, Household Products: 1kg Alps, 1.5kg Nitto					
Udon Flour, Nitto Tempura Flour, Unique Mix, Scone Mix, Cheese Cake Mix, Focaccia					
Mix, Biscotti Mix, Alps Brands (Udon, Kishimen, Somen), Sayama no Chasoba					
Main Ingredients					
Wheat, buckwheat, sugar, green tea					

Company Name		Oriental Yeast Co., Ltd.		Product Sector(s)		Western Bakery Products, Health and Functional Food	
Address		3-6-10, Azusawa, Itabashi-ku Tokyo 174-8505		Number Of Employees		691	
				Number of Factories		7	
				Overseas Contact			
Phone Number		03-3968-1111		Fax Number		03-3968-8624	
Email							
Web Page Address		http://www.oyc.co.jp/					
Contact Person							
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	52,768	472	Shimaya Shoji, Hayashibara Shoji, Toshoku, Mitsubishi Corp., Nissin Flour Milling Co., Ltd., Hoko Fishing Co., Ltd. Miyoshi Oil & Fat Co., Ltd. Kasho Co., Ltd., Snow Brand Milk Products Co., Ltd.			
	1996	53,571	317				
	1997	52,792	371				
Key Products			% of Total	Company Profile and Strategies			
	Foodstuffs		73	Ranks top in yeast market with its strong R&D ability in Japan. Affiliated to Nisshin Flour Milling. Half of sales are bread materials like yeast and other additives. Oriental also provides enzymes for reagents and antiserums in bio-related fields.			
	Feedstuffs		7				
	Biochemical Dept.		20				
				Company started with pure-cultured bakers yeast, then entered the biochemical area with coenzymes and others. Recently expanding its factory base and paying more attention to quality and sanitation control using HACCP.			
Main Brands				Along with the change in manufacture and distribution of bread increases of frozen dough usage is growing. Oriental Yeast provides five basic types of yeast for frozen dough, chilled dough and non-sugar dough. Also recently developed some new products such as yeast to strengthen the smell of fresh baked bread and yeast rich in minerals to go along with the health boom in Japan.			
Yeast: BY Kobo, WY Kobo, SY Kobo Quality improvement additives for bread: Dough Natural (W, S, SF) Nutritional supplements: Eaz G, Eaz GO							
Main Ingredients				Company continues to develop new products to respond to consumer needs in a wide variety of areas such as bakery, confectionery, delicatessens and food industries.			
Yeast, Vitamins and Nutritional Supplements							

Company Name		Showa Sangyo Co.,Ltd.		Product Sector(s)		Health and Functional Food, Frozen Food, Retort Pouch, Western Bakery Products	
Address		2-2-1, Uchi-Kanda Chiyoda-ku, Tokyo 101-8521		Number Of Employees		1,433	
Phone Number		(03) 3257-2011		Fax Number		(03) 3257-2097	
Email				Overseas Contact		GranPac Foods Inc.	
Web Page Address		http://www.showa-sangyo.co.jp				7124 North Marine Dr., Portland, OR	
Contact Person		Hiroshi Misawa, Manager of Frozen Foods Division				Tel: 503-286-6548	
		Tel: 048-726-0405				Fax: 503-286-7089	
Sales and Net Profits				Main Suppliers			
	Year	Sales (Mil. ¥)	Net Profits				
	1995	133,839	525	Food Agency of JAPAN, Itochu Corp., Nissho Iwai Corp.,			
	1996	144,840	172				
	1997	145,191	(-)1,227				
Key Products			% of Total	Company Profile and Strategies			
	Flour Milling		24	Diversified food processor having strengths in flour milling, cooking oil and feed. Primarily involved in commercial-use products, but expanding household market. Easily swayed by shifts in international grain market.			
	Oils and fats		29	Operating frozen food business overseas. Most subsidiaries engaged in parent company's side businesses.			
	Feedstuffs		16	Frozen food subsidiary in deficits, decreasing consolidated net profit.			
	Dextrose		11	Aiming to increase productivity by cutting costs and improving product safety. Hopes to increase profits by focussing on foods with greater value added.			
	Foodstuffs		13				
	Frozen Foods		3				
	Others		4	Has U.S. subsidiary, GranPac Foods, which produces frozen foods.			
Main Brands							
Commercial Use: Tempura batter mix, deep-fry batter mix, spaghetti, macaroni							
Pre-mixes for bakeries, flours, wheat bran, dextrose							
Consumer Use: Tempura Flour Ogon, Okonomiyaki Flour Naniwa, Karaage Flour, Taiyo no Ristorante, Okama ni Pon, Takoyaki, Teppan Yakisoba							
Main Ingredients							
Wheat flour, sugar, oil, seasoning, soybeans, rapeseed, corn, brown rice, curorera, lecithin, primrose oil, chicken, beef, marine products, Italian herbs and spices				In frozen food category, company produces popular Italian foods such as ravioli and cannelloni. Also produces frozen tempura.			

Company Name	Snow Brand Food Co., Ltd.			Product Sector(s)	New Age Beverages, Frozen Food Western Bakery Products
Address	2-15-4, Nihonbashi, Kayabacho, Chuo-ku, Tokyo 103-8203			Number Of Employees	1,175
				Number of Factories	3
Phone Number	03-5640-8611	Fax Number	03-5640-8612	Overseas Contact	
Email				Snow Brand America Inc.	
Web Page Address	http://www.snowbrand.co.jp			Suite 3580, 44 Montgomery Street	
Contact Person	Yoshihiko Takezaki, Managing Director of Procurement Division			San Francisco, CA	
	Tel: 0480-92-8291			Tel: 415-677-0914 Fax: 415-677-0916	
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	114,424	344	Sumikin Bussan Corp., Marubeni Corp., Itochu Corp.,	
	1996	105,375	203	Kanematsu, Nomura Boeki	
	1997	104,209	167	Snow Brand Milk Products Co., Ltd.	
Key Products			% of Total	Company Profile and Strategies	
	Processed Meat Products		51	6th-ranked meat packer, affiliated with Snow Brand Milk Products.	
	Meat		33		
	Foodstuffs		9	The company handles meat processed products, beverages, and canned goods; has tied up with Stokely-Van Camp (US) in sales of "Gatorade" sports drinks. Stressing processed meat products for commercial use and development of food materials for restaurant.	
	Imported Food Materials		7		
				Sales of meat products are gradually decreasing, on the other hand ham, sausages, and deli products are expanding. Snow Brand is starting to supply food to hospitals.	
Main Brands					
	Hot Cake Mix, Cake Mix, Mix Pizza, Chicken Gobou Pilaf, Takana Pilaf, Wakadori Gomafumi Age (fried chicken with sesame flavor), Teyaki Takoyakai, Frozen Whip			Increasing production of raw ham and other processed meat products in order to offer general consumers wider range of products.	
Main Ingredients					
	Milk, flour, yogurt, cheese, starch, sugar, rice, butter, oil, powder milk, yogurt, gelatin, coconut oil, wheat flour, strawberry, berry, apples, ham, sesame, garlic			Targeting 111 billion Yen in total sales and 30% growth in deli products to 13 billion Yen by FY 2001.	

Company Name	Sonton Food Industry Co., Ltd.			Product Sector(s)	Western Bakery Products
Address	2-9-4, Nihonbashi-Kayabacho, Chuo-ku Tokyo 103-0025			Number Of Employees	480
				Number of Factories	3
Phone Number	03-3669-7371	Fax Number	03-3669-7378	Overseas Contact	
Email					
Web Page Address					
Contact Person	Yasutaka Nishi, Director, Production Division				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	21,486	1,522	Toshoku, Teramoto Seika Zairyo, Kaneka Corp., Mitsubishi Corp., Shin Toa Koeki, Fuji Oil Co., Ltd.	
	1996	22,150	1,305		
	1997	21,804	1,070		
Key Products			% of Total	Company Profile and Strategies	
	Commercial-Use Bread Spreads		83	Leading manufacturer of jams, other spreads and filling.	
	Home-Use Bread Spreads		17	For bread and other western bakery related market, provides flour pastes and other fillings (creams, jams, sweet bean pastes, elica fillings), toppings for commercial use and jams and creams for household use. Along with the increase in the usage of frozen dough, flour pastes for commercial use are popular for maintaining product quality after freezing and defrosting.	
				Sonton's products are highly valued among commercial users, and Sonton maintains status as a leading company in this market.	
Main Brands					
For Household: F Cup (peanut cream, peanut cream for CVS, strawberry jam) P Cup (banana shake soft, peanut soft, choco soft), O F mate (blueberry jam) Kodawari (Yamagata-san Okubo Hakuto jam) Toast Club (tomato-potato) For Commercial: Piroru (cream, cheese cream), Piroru Fresh (apple TB-2) Petit Gourmet (Russian Pulosiki), Ace Curry, Prime (pizza sauce), Pochette				"F cup" series is the main brand for household use. Sonton is especially well known for its peanut butter. The company revived its product by using high quality domestic nuts.	
Main Ingredients					
Sugar, summer orange, strawberry, cacao, peanut, apple, tea extract, pectin, acidic ingredients, flavourings				Sonton is diversifying into pizza sauce and other prepared foods, and provides delica sauce for light meals such as pizza, pasta, and gratin as well as other fruit sauces for desserts.	
				These delica and fruit sauce products are sold both in the commercial use and household use markets.	

Company Name	Takarabune Corp.			Product Sector(s)	Western Bakery Products
Address	37-1, Koaza-saguri, Oaza-sayama, Kumiyama-cho Kuse-gun, Kyoto 613-8577			Number Of Employees	756
Phone Number	0774-46-6002	Fax Number	0774-46-6530	Number of Factories	4
Email				Overseas Contact	
Web Page Address	http://www.infoweb.or.jp/takarabune/				
Contact Person					
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	31,562	305	Meiji Milk Products Co., Ltd., Fuji Oil Co., Ltd., Asahi Foods,	
	1996	30,369	(792)	Santa, Q. P. Corp.	
	1997	30,015	(3,311)		
Key Products			% of Total	Company Profile and Strategies	
	Western Confectionery		61	Kyoto based confectioner and franchise chain operator. Operates more than 1,000 chain stores in Japan. Main products include eclairs, cream puffs and Japanese confections.	
	Japanese & Western Sweets		25	Although company recognizes the importance and necessity of "value added", fashionable and high-class products, which Japanese consumers became familiar with during the bubble economy period, Takarabune is now putting more priority on the ability to provide reasonably priced products which are a good value.	
	Chilled Desserts		4		
	Others		10		
Main Brands					
Cream Puffs, Pudding Choux, Ogura Choux, Eclair, Strawberry Cake, Nama Cream Cake, Osarusan Cake, Kisha Poppo, 7-hiki No Koyagi, C'est Maison (Madeleine, cheese tart), Kyobumi (Kyoto, Katsura, Kinkan Hitotsubu, Ume Hitotsubu, Kuri Hitotsubu), Black Cocoa Chou, Mont Blanc Chou, Black Cocoa Chou, Mont Blanc Chou				Based on the result of the two-way marketing system between franchise chain stores and headquarters, company continues R&D, and development of new sales methods. Also, working on technological innovations to improve productivity.	
Main Ingredients					
Flour, eggs, sugar, milk and dairy products, sweet beans, cocoa, melon fruits (strawberry, etc.), cheese				"Essential merchandising for a rich life" is their theme.	
				Expanding into Chubu and Tokyo areas.	

Company Name	Tofuku Flour Mills Co., Ltd.			Product Sector(s)	Western Bakery Products
Address	4-9-20 Nanostu Chuo-ku, Fukuoka 810-0017			Number Of Employees	55
				Number of Factories	1
				Overseas Contact	
Phone Number	092-781-1661	Fax Number	092-731-7248		
Email					
Web Page Address					
Contact Person	Hidetoshi Handa, Sales Manager, Marketing Department				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	4,799	11		Food Agency of JAPAN, Marubeni Corp., Tomen Corp.
	1996	5,108	4		
	1997	4,640	10		
Key Products			% of Total	Company Profile and Strategies	
	Wheat Flour		62%		Medium sized flour miller based in Kyushu region. Also operates grain and bean wholesale, noodle manufacturing, warehouse and real estate businesses. Demand for domestic flour is decreasing so the price competition is becoming stronger. In addition, more imports are coming into the Japanese market and used as ingredients. Tofuku is trying to expand business to other sectors, such as pre mix and raw noodle sales. For pre-mix marketing, Tofuku is trying to develop products in high demand by consumers.
	Bran		5		
	Processed Foods		31		
	Rentals		2		
Main Brands					
	Bestmen Hiyamugi, Goshimatetoudon				Established a domestic JV rice wholesaler in 1995. Tofuku assists with its management of rice mill factories.
Main Ingredients					
	Wheat, yeast, soybeans				

Company Name	Tohato Inc.			Product Sector(s)	Snack Food, Western Bakery Products
Address	2-1-1, Yoyogi, Shibuya-ku Tokyo 151-0053			Number Of Employees	500
				Number of Factories	4 (2 Overseas)
				Overseas Contact	
Phone Number	03-5352-8100	Fax Number			
Email					
Web Page Address					
Contact Person	Kazuo Funai, Goods Planning Department Phone: 03-5352-8066 Fax: 03-5352-8072				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	24,000	--	Nissho Iwai Corp., Mitsui & Co., Ltd., Shoei Foods Corp.,	
	1996	23,000	--	Yamajo Corporation, Mori Shigyo	
	1997	--	--	Nisshin Flour Milling Co., Ltd., Tsukishima Shokuhin Kogyo,	
Key Products			% of Total	Company Profile and Strategies	
	Snack		50		Pursuing expansion strategy in the market by introducing various new flavors.
	Biscuit		50		Growth of exports to Asian markets.
					Company launched "chemical free and organic" popcorn and chocolate in 1997 by using US made organic corn, wheat and oil.
Main Brands					Tohato applied for US "QAI" (private approval institution) for approval of organic ingredients due to the lack of standardized approval system in Japan.
	All Raisin (cookies), Harvest (coconut cookies), Caramel Corn, Pochico Fried in Beer Potato Chips (biru-ni-yaki-potato), Bean Ume Konbu Aji (puffed peas)				Main ingredients such as corngrits, potato granules and potato flakes are imported from the US.
Main Ingredients					
	Potatoes, flour, coconuts, corn, caramel, salt, cooking oils, popcorn, meat flavors, onion and garlic flavors, plum flavoring, beans, beer				

Company Name	Yamazaki Baking Co., Ltd.			Product Sector(s)	Western Bakery Products
Address	3-10-1, Iwamoto-cho, Chiyoda-ku, Tokyo 101-8585			Number Of Employees	18,942
Phone Number	03-3864-3111	Fax Number	03-3864-3109	Number of Factories	25
Email				Overseas Contact	
Web Page Address	http://www.b-brain.co.jp/job/yamazaki/index.html			Yamazaki USA Inc. 342 Madison Ave., Suite # 604 New York, NY 10173 Tel: 212-490-0055 Fax: 212-490-0062	
Contact Person	Kazuteru Komori, Director, Marketing Division				
Sales and Net Profits				Main Suppliers	
	Year	Sales (Mil. ¥)	Net Profits		
	1995	561,862	10,957	Mitsubishi Corp., Marubeni Corp., Sumitomo Corp.,	
	1996	573,731	10,962	Nisshin Toa, Toshoku, Oriental Yeast Co., Ltd.	
	1997	582,025	7,220		
Key Products			% of Total	Company Profile and Strategies	
	Breads		17	Largest baking company in Japan. Has licensing agreement with Nabisco to manufacture crackers and biscuits.	
	Pastries		38	Company has nationwide operations and strong sales network for their products (bread, Japanese and western desserts, cooked rice and delicatessen products.	
	Japanese Cakes		12	Experiencing growth in flavored bread and delicatessen products.	
	Western Cakes		14	Yamazaki also operates convenience stores and cafeteria chains, with convenience store business growing rapidly.	
	Prepared Bread, Cooked Rice		11	Company operates in-store-bakery-shops in 6 overseas countries.	
	Confectionery & Rice Cakes		8	Company principle is to provide high quality and reasonable prices and puts very much attention and efforts in each of their operations such as product planning, facility planning, quality control, purchase of ingredients and education. One of the keys for Yamazaki's success is the great creativity of its products.	
Main Brands					
	Double Soft, Soft Cheese (steamed bread), Marugoto Banana (cake), Calcium Bread				
Main Ingredients					
	Flour, yeast, calcium supplement, nuts, milk and dairy products, bananas				